

José G. Izaguirre III

he/him/his

Assistant Professor

Department of Communication

College of Communication, Media, Design, and Information

University of Colorado Boulder

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EDUCATION

Ph.D., Communication, Minor: Latina/o Studies, University of Illinois Urbana-Champaign

M.A., University of Illinois Urbana-Champaign

Th.M., Dallas Theological Seminary

B.A., University of Texas at Austin

APPOINTMENTS

Assistant Professor

2024-Present, Department of Communication, University of Colorado Boulder

Courtesy Appointments: Center for the American West; Latin American and Latinx Studies Center; Department of Ethnic Studies; Department of Media Studies

Assistant Professor

2020-2024, Department of Rhetoric and Writing, The University of Texas at Austin

Courtesy Appointments: Department of Mexican American & Latina/o Studies; Center for Mexican American Studies; Department of American Studies; Department of Communication Studies; Teresa Long Institute of Latin American Studies

Adjunct Faculty

2016-2020, Department of Fine and Applied Arts, Parkland College

Teaching Assistant

2014-2020, Department of Communication, University of Illinois Urbana-Champaign

RESEARCH

Books

José G. Izaguirre III, *Becoming La Raza: Negotiating Race in the Chican@ Movement(s)* (University Park: The Pennsylvania State University Press, 2024).

Anonymous Peer-Reviewed Journal Articles

José G. Izaguirre III, “Wrenching Democracy from Rhetoric: Rancière, Ancient Rhetoric, and Demagoguery.” *Philosophy & Rhetoric* 57, no. 4 (2024): 411–34.

José G. Izaguirre III. “Chicana/o Movement Politics, the Cold War, and the White Racial Frame: The Case of El Colegio Jacinto Treviño,” *Journal for the History of Rhetoric* 27, no. 2 (2024): 131-159.

José G. Izaguirre III. “Movidas after Nationalism: Enriqueta Longeaux y Vasquez and Chicana Aesthetics.” *Rhetoric Society Quarterly* 53, no. 4 (2023): 538–52.

<https://doi.org/10.1080/02773945.2023.2175025>.

José G. Izaguirre III. “The Whiteness of LBJ’s Rhetoric: The Appointment of Vicente T. Ximenes to the Equal Employment Opportunity Commission.” *Quarterly Journal of Speech* 109, no. 2 (2023): 154–175, doi.org/10.1080/00335630.2022.2149846.

José G. Izaguirre III. “Reckoning with Tlatelolco: Arturo Rosenblueth and a Cybernetic Rhetoric,” *Rhetoric & Public Affairs* 25, no. 2 (2022): 57-90, muse.jhu.edu/article/870990.

José G. Izaguirre III. “Revolucionizing América: La Revolución and Gustavo Díaz Ordaz’s 1964 Inaugural Address,” *Quarterly Journal of Speech* 108, no. 1 (2022): 1–23, doi.org/10.1080/00335630.2021.2019299. (Winner of 2022 award for outstanding journal article from Latina & Latino Communication Studies Division of NCA)

José G. Izaguirre III. “Persuasion’s Physique: Revisiting Sign-Inference in Aristotle’s Rhetoric,” *Rhetoric Review* 40, no. 4, (2021): 349–62, doi.org/10.1080/07350198.2021.1963039.

José G. Izaguirre III. ““A Social Movement in Fact”: La Raza and El Plan de Delano.” *Rhetoric Society Quarterly* 50, no. 1 (2020): 53–68. doi.org/10.1080/02773945.2019.1685125. (Winner of 2021 Charles Kneupper Award for “Most Outstanding Article Published in Rhetoric Society Quarterly in 2020,” Rhetoric Society of America)

José G. Izaguirre III. “Nonviolence in Context: César Chávez, the Chican@ Movement, and a Poetics of Deferral.” *Journal for the History of Rhetoric* 23, no. 1 (2020): 54–83. doi.org/10.1080/15362426.2019.1685415.

Book Chapters

José G. Izaguirre III, “Identification as a Rhetoric of Modernity,” in *Rhetoric Beyond Identification* edited by David Gruber and Jason Kalin (anticipated publication, 2026): 1-22.

José G. Izaguirre III. ““Cold War Foreign Policy in Latin America: The ‘Johnson Doctrine’ and a Paradigm of War” in *Reassessing Foreign Policy Rhetorics in the Global Era: Concepts and Case Studies*, edited by Sara McKinnon and Allison Prasch, 2024: 3-23.

José G. Izaguirre III. “To the Court of Last Resort: Hyper-Exposure in the UFW’s 1986 ‘Wrath of Grapes’ Campaign” in *The Rhetorical History of the United States: Fragments of Liberalism*, Vol. 10, edited by Robert Hariman and John Lucaites, Michigan State University Press (forthcoming), 1-70.

José G. Izaguirre III and Josue David Cisneros, “The Assembling of a March: Rhetorics of the Farm Workers’ 1966 Pilgrimage” in *The Rhetoric of Social Movements: Networks, Power, and New Media*, edited by Nathan Crick, Routledge, 2020: 33-49.

Invited Journal Publications

José G. Izaguirre III. “On Anti-Violence.” *Philosophy & Rhetoric* 56 (Special Forum), no. 3-4 (2024): 350-356.

José G. Izaguirre III. “Wisdom’s Hope.” *Journal for the History of Rhetoric* (Book Review Forum: *A Commonwealth of Hope: Augustine’s Political Thought*, Michael Lamb), forthcoming.

Book Reviews

José G. Izaguirre III. Review of *Rhetoric of Democracy in the Americas*. Edited by Adriana Angel, Michael L. Butterworth, and Nancy R. Gómez. University Park, PA: The Pennsylvania State University Press, 2021. pp. viii + 278. \$104.95 cloth; \$83.99 ebook. *Rhetoric & Public Affairs* 26, no. 3 (2023): 146-150. Invited.

José G. Izaguirre III. Review of Robert Hariman and Ralph Cintron, eds. *Culture, Catastrophe, and Rhetoric: The Texture of Political Action*. New York: Berghahn, 2015. pp. 274. \$95.00 paper. *Rhetoric & Public Affairs* 20, no. 3 (2017): 566-569. Invited.

José G. Izaguirre III. Review of James Zeigler, *Red Scare Racism and Cold War Black Radicalism*. Jackson: University Press of Mississippi, 2015. xxii + 229. \$30.00 paper, *Rhetoric Society Quarterly* 47, no. 2 (2017): 1-3. DOI: 10.1080/02773945.2017.1306416.

José G. Izaguirre III. Review of Anna M. Young, *Prophets, Gurus, Pundits: Rhetorical Styles & Public Engagement*. Carbondale, IL: Southern Illinois University Press, 2014. pp. 187. \$40.00 (paper & ebook). *Quarterly Journal of Speech* 101, no. 4 (2015): 673-677. DOI: 10.1080/00335630.2015.1128052

José G. Izaguirre III. Review of Michelle A. Holling and Bernadette M. Calafell, eds., *Latina/o Discourse in Vernacular Spaces: Somos de Una Voz?*, Lanham, MD: Lexington Books, 2011; xxv + 276 pp. \$100.00 hardback, \$99.99 ebook. *Discourse & Society* 27, no. 2 (2016): 242-244, DOI: 10.1177/0957926515619086b

Fellowships & Awards

2025 New Investigator Award, Rhetorical Communication & Theory Division of the National Communication Association

2025 Top Paper Award, Rhetorical Communication & Theory Division of the National Communication Association

2025 Outstanding Book Award for 2025, Latina & Latino Communication Studies Division of the National Communication Association (For *Becoming La Raza: Negotiating Race in the Chicano@ Movement(s)* published by Pennsylvania State University Press)

2022 Outstanding Journal Article Award for 2022, Latina & Latino Communication Studies Division of the National Communication Association (For “Revolutionizing América: La Revolución and Gustavo Díaz Ordaz’s 1964 Inaugural Address,” *Quarterly Journal of Speech* 108, no. 1 (2022): 1–23).

2021 Charles Kneupper Award for “Most Outstanding Article Published in Rhetoric Society Quarterly in 2020,” Rhetoric Society of America (For “‘A Social Movement in Fact’: La Raza and El Plan de Delano.” *Rhetoric Society Quarterly* 50, no. 1 (2020): 53–68).

2020 Karl Wallace Award for Distinguished Scholarship by a Graduate Student, University of Illinois Urbana-Champaign

2019 Wallis Annenberg Research Grant, University of Southern California (annulled due to COVID-19 pandemic)

2019 University of Illinois Urbana-Champaign Graduate College Dissertation Travel Grant (\$1000)

2019 Jesse Delia Award for “Outstanding Article” by a Graduate Student, Department of Communication, University of Illinois Urbana-Champaign (For “Nonviolence in Context: César Chávez, the Chican@ Movement, and a Poetics of Deferral.” *Journal for the History of Rhetoric* 23, no. 1 (2020): 54–83).

2016 President’s Research in Diversity Travel Award (\$600 for presenting diversifying research at National Communication Association)

2016 Elizabeth Winter Young Fellowship, Department of Communication, University of Illinois Urbana-Champaign

2015 Elizabeth Winter Young Fellowship, Department of Communication, University of Illinois Urbana-Champaign

2015 Service Award, Graduate College Equal Educational Equity Programs, University of Illinois Urbana-Champaign

Conference Presentations

Embracing Elevation: The Zero-Point and Rhetorical New Materialism, **Top Paper Panel, Award Winner**, Rhetorical and Communication Theory Division (National Communication Association, November 2025)

The Communication that Refuses Elevation: Clever Speech and the Limits of Rhetoric, Paper Panel, American Society for the History of Rhetoric (National Communication Association, November 2025)

Fetishizing Democracy: The Sublime in President Milei’s Address at the World Economic Forum, Paper Panel, “Democratic Publics and the Elevation of Totalitarianism,” Public Address Division, (National Communication Association, November 2025)

Cold War Foreign Policy: The Johnson Doctrine and a Paradigm of War, Panel, “Foreign Policy Rhetorics in a Global Era” (National Communication Association, November 2024)

Tenure and Promotion: A Racial Rhetorical Reassessment, Panel “White Backlash: Exploring Hegemonic Responses to Rhetorics of Justice,” (Rhetoric Society of America, May 2024)

On Rhetorical Ambivalence, Panel “Democracy Discussion” (Rhetoric of Society of America, May 2024)

What is “Belonging” for the “Mexican American”? Reflections on Archival Insistence, Panel “Deplorable Archives: Dealing with Difficult Artifacts in University Archives,” Rhetoric & Public Address Division (Southern States Communication Association, April 2024).

Who’s Afraid of Revisionist Rhetorical Histories? Looking Forward by Looking Back, Panel on Rhetorical Histories, Public Address Division (National Communication Association, November 2023).

Inventing Association(s): Towards a Discursive View of Chicana/o Movement, Sal Castro Memorial Conference (University of California-Santa Barbara, February 18-19, 2023)

Reclaiming Space(s): Aztlán as Challenge to American Exceptionalism in the 1970s (National Communication Association, November 17-20, 2022)

Panel, Reassessing Foreign Policy Rhetorics in an Era of Globalization (National Communication Association, November 18-21, 2021)

Refiguring La Raza: Enriqueta Longeaux y Vasquez and Chican@ Movement(s) (Popular Culture Association, June 2-5, 2021)

Between Art and Nature: Rhetoric and the Political Potentials of $\Sigma\eta\mu\epsilon\tilde{\eta}\sigma$ (National Communication Association, November 14-17, 2019).

La Patria and Mexico’s Democratic Machine: President Gustavo Díaz Ordaz’s 1964 Inaugural Address and the Topoi of Technological Progress (Biennial Rhetoric Society of America, May 31-June 3, 2018)

Walking with Joaquín, Remediation and Rodolfo “Corky” Gonzales’ Epic Poem I am Joaquín (Biennial Rhetoric Society of America, May 31-June 3, 2018)

This Land Was Made for You and Me: Mexican Representation in the RA/FSA File, Public Address Division (National Communication Association, November 16-19, 2017)

Generating Inclusion: The ‘Plan’ and the Rhetorical Invention of Chicanx Rhetoric, La Raza Caucus (National Communication Association, November 16-19, 2017)

Materializing Myth: César Chávez and Civil Rights Rhetoric (National Communication Association, November 10-13, 2016)

In Search of a “Public”: César Chávez, Counterpublicity, and Liminal Rhetoric (Biennial Rhetoric Society of America, May 27-29, 2016)

The Artistic Chávez: Narrative and Melodrama in César Chávez’s Address to the California Commonwealth Club, La Raza Caucus (National Communication Association, November, 19-22, 2015)

Invited Presentations

“What is Rhetorical History?”, Sponsored by the American Society for the History of Rhetoric (ASHR)

Visualizing Racial Politics: Mexican Americans and the Aesthetics of Non/Violence, University of Wisconsin-Madison, Department of Communication Arts Colloquia, co-sponsored by the Latin American, Caribbean, and Iberian Studies Program, 2022.

Meaningful Writing: Hypothes.is as Reflexive (and Public) Thinking, University of Texas-Austin, Technology Enhanced Learning Symposium, 2021.

¡Viva La Raza!: Tracing Formations of De/Colonial Politics in Chican@ Movement(s), University of Texas-Austin, Department of Communication Studies Colloquia, 2021.

Revisiting the Rhetoric of César Chávez, University of Illinois Urbana-Champaign, Community of Scholars Symposium, 2015.

TEACHING

University of Colorado Boulder

2024 (Fall) COMM 3300 Rhetorical Thinking
2025 (Spring/Summer) COMM 3300 Rhetorical Thinking
2025 (Spring) COMM 6330 Rhetoric of Inquiry
2026 (Spring) COMM 6200 Latin@ Political Movement(s)
2026 (Spring) COMM 4300 Policy Rhetoric

Dissertation Committees

2024, Dominique L. Salas, PhD Communication, University of Wisconsin-Madison (Outside Member)

Doctoral Comprehensive Examination Committees

2025, Millicent Elewosi
2025, Ula Adamska
2025, Vera Smith Pacheco

Advisor

2025, Ava Mamary (MA)

Co-Advisor

2025, Vera Smith Pacheco (PhD)

Independent Study

2025 (Spring) COMM 6840 Independent Study (“History of Mexican Americans in the Southwest” with Ula Adamska)

University of Texas at Austin

Advisor/Primary Reader

2023-2024 Juliana Simonfalvi, “Inferior by Nature?: Reframing Aristotle’s Rhetorical Constructions of Women in Light of Literacy,” Rhetoric & Writing Honors Thesis, University of Texas at Austin

2023-2024 David Treviño, “The US Women’s National Soccer Team vs. the Media: How Rhetoric Ignited this Sensitive Relationship,” Rhetoric & Writing Honors Thesis, University of Texas at Austin

2023-2024 Joshua L. Russell, “Grass Roots and Dumping Grounds: Making Environmental Racism Matter in an Age of Colorblindness,” Plan II Honors Program, University of Texas at Austin

Preliminary Exam Committees (pre-PhD candidacy)

2023 Vanessa López, Department of Rhetoric & Writing, University of Texas at Austin
2022 Andrew Booth, Department of Rhetoric & Writing, University of Texas at Austin

Rhetorical History

2024 (Spring); 2021 (Fall/Spring) Rhetoric of Latinx Social Movement(s) (RHE 330D),
University of Texas at Austin
2023 (Spring) Sophistry and the Invention of Rhetoric (RHE 330D)
2023 (Fall) Reckoning with the 1960s (E387R)

Rhetorical Theory

2020-2021 (Fall/Spring), 2022-2024 (Fall/Spring) Principles of Rhetoric (RHE 321)
2021-2024 (Summer) Principles of Rhetoric-Online (RHE 321)
2022 (Fall) Fascism, Rhetoric, and America (E387M/RHE 391)

University of Illinois Urbana-Champaign

2019-2020 (Fall/Spring) Social Movement Communication (CMN 250)
2016 (Fall) Argumentation (CMN 323)
2014-2016 (Fall/Spring), 2019-2020 (Fall/Spring) Introduction to Public Speaking (CMN 101)
2017-2019 Oral & Written Communication I/II (CMN 111/112)
2018/2019 (Summer) Public Communication in Every-Day Life-Online (CMN 210)
2016 (Summer), Business Communication (CMN 211)
2014-2016, 2019-2020 Introduction to Public Speaking (CMN 101)

Parkland College

2016-2020 (Fall/Spring/Summer), Introduction to Public Speaking (COM 103)

SERVICE

Department of Communication, University of Colorado Boulder

2025-2026 Research Lunch Chair (Rhetoric & Culture)
2026 Hiring Committee (Rhetoric & Culture Hire)
2024-25 Graduate Admissions Committee

College of Communication, Media, Design, and Information

2025-present Faculty Council, Department Representative, Vice-Chair

Department of Rhetoric and Writing, University of Texas at Austin

2022 Maxine Hairston Prize for Excellence in Teaching
2022-2023 Extended Budget Council
2020-2021, 2021-2022, 2022-2023 Lower-Division Curriculum Committee
2021, 2023 Graduate Admissions Committee
2022, 2023, 2024 James L. Kinneavy Award Committee

University of Texas at Austin

2022-2024 Co-Sponsor of the Rhetoric Society of America-Student Chapter w/ Drs. E. Johanna Hartelius and Scott Stroud in the Moody College of Communication (RSA@UT-Austin)
2022 Faculty Showcase featuring UT faculty teaching with Hypothes.is

Editorial Board Member

2026-present Editorial Board, *Communication and Democracy*
2022-present Editorial Board, *Quarterly Journal of Speech*

Ad Hoc Reviewing

2026 Ad-hoc reviewer, *Journal of Application Communication Research*
2024 Ad-hoc reviewer, *Journal of Communication*
2024 Ad-hoc reviewer, *Philosophy & Rhetoric*
2024, 2025 Ad-hoc reviewer, Clemson University Press
2024 Ad-hoc reviewer, Cognella Academic Publishing
2023 Ad-hoc reviewer, *Communication Studies*
2020 Ad-hoc reviewer, *Journal for the History of Rhetoric*

Disciplinary

2025 La Raza Mentorship Panel, National Communication Association
2025 Activism & Social Justice Division Research-in-Progress Roundtable Session, National Communication Association
2025-present Steering Committee Member, American Society for the History of Rhetoric
2024-2025 Nominating Committee, National Communication Association
2024-2025 Nominating Committee, Public Address Division, National Communication Association
2023-2026 Rhetorical Scholarship Award Selection Committee, National Communication Association
2023 Society Scholar, Representative for the National Communication Association to the ACLS Intention Foundry (IF) (nominated by Dr. Shari Miles-Cohen, past Executive Director)
2020 Podcast on Labor Movements and Graduate Students, National Communication Association
2020 Top Student Paper Award Committee for ASHR, National Communication Association
2020-2021 Society Scholar, Representative for the National Communication Association to the ACLS Intention Foundry (IF) (nominated by Dr. Trevor Parry-Giles, past Executive Director)

Public

Environmental and Science Advisory Board, Larimer County

MEMBERSHIPS

National Communication Association
Rhetoric Society of America
American Society for the History of Rhetoric